

# CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Dana Dudley, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

## ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Loranne Ausley

Authorized committee:

Agency requesting time (and contact information):

☐

N/A ESPMedia Production Co.

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

Florida State Senate District 3

Date of election:

November 8, 2022

☒

General

☐

Primary

Treasurer of candidate's authorized committee:

William Holimon

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☒

the candidate listed above who is a legally qualified candidate, or

☐

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

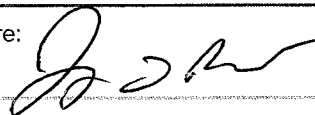
Candidate/Committee/Agency

Station Representative

Signature:

Dana Dudley

Signature:



Name: Dana Dudley, ESPMedia Production Co.

Name:

Jerry T. Butler

Date of Request to Purchase Ad Time: 10/13/2022

Date of Station Agreement to Sell Time: 10-13-22

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**Ad submitted to Station? ☒ Yes ☐ No Date ad received: 10-13-22**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**Federal candidate certification signed (above): ☐ Yes ☐ No ☒ N/A

Disposition:

- ☒ Accepted
- ☐ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*
- ☐ Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: <u>14238540</u>	Station Call Letters: <u>WPLL-FM</u>	Date Received/Requested: <u>10-13-2022</u>
Est. #:	Station Location: <u>Cross City, FL</u>	Run Start and End Dates: <u>Oct 15 - Oct 21 2022</u>

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

**Jerry Butler**

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**To:** Dana Dudley  
**Subject:** RE: Schedule next week?

**From:** Dana Dudley <[dana@espmedia.net](mailto:dana@espmedia.net)>  
**Sent:** Thursday, October 13, 2022 11:18 AM  
**To:** Jerry Butler <[jbutler@marcradio.com](mailto:jbutler@marcradio.com)>  
**Subject:** RE: Schedule next week?

Good morning Jerry,

The golf tournament was a HUGE success and we couldn't have asked for a better day 🤗

Yes, I would like to get a buy going for the next week – 10/15-10/21.

I have a :60 ad to air on 106.9 (attached here for you) – Ausley wrong team male)

I have a :60 ad to air on 101.3 (attached here for you – Ausley wrong team female)

For 100.5, keep the :30 ad.

Please send me a schedule with a \$4,500 gross buy and let's work from there. Than you.



Building Relationships.  
Delivering Results.

**Dana Dudley**

*Chief Operating Officer*

850-222-0361 | [dana@espmedia.net](mailto:dana@espmedia.net)

[www.espmedia.net](http://www.espmedia.net)

1028 E Park Avenue, Tallahassee, FL 32301



@ESPMedia

# Sales Order

Station: WPLL-FM Agency: ESP MEDIA  
 Contract Name: Loranne Ausley Senate Address: 1028 EAST PARK AVE  
 Contract#: 14238540 City: TALLAHASSEE State: FL Zip: 32301  
 Start Date: 10/15/22 End Date: 10/21/22 Phone: (850) 222-0361  
 Revenue Type: POLITICAL LOCAL Type: Cash Buyer: \_\_\_\_\_  
 Advertiser: LORANNE AUSLEY STATE SENATE D3 Tax Schedule: \_\_\_\_\_ (None)  
 Address: \_\_\_\_\_ Agency Commission %: 15  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Billing Cycle: Standard  
 Phone: (850) 222-0361 Salesperson: 501433jbutl Comm %: 16  
 Product Name: Loranne Ausley Senate Makegood Policy: Within Contract Dates  
 Competitive Code: POLITICAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$\$
1	10/15/22	10/21/22		6:00 AM	11:59 PM	60	X	X	X	X	X	X	X	100	W	10.00	100	1,000.00	4

Billing Projections: By Month

Oct 22  
 CA 1,000.00  
 ST 1,000.00

☒ Print Spot Prices
Notes to Traffic: 10/14 ran cc 3 contracts \$3,825.00ssAdditional Notes: Loranne Ausley Senate

TOTAL SPOTS 100  
 GROSS TOTAL \$ 1,000.00  
 ADJUSTED SPOTS 100  
 ADJUSTED TOTAL \$ 1,000.00

APPROVE DECLINE

☐ ☐ General Manager  
☐ ☐ Sales Manager  
☐ ☐ WRZN Sales Manager  
☒ ☐ 1407ssex, 10/14/22 @9:43AM